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TALK ABOUT *TIGERS!!*

DCI put one in Esso's Communication Center . . . and a smart one at that -- he accumulates messages, sorts them for efficient refile, and transmits them at economical high speed rates.

Data Communications, Inc., takes pride in announcing the installation of a Databank Communication System for Standard Oil of New Jersey. Pictured above, the system consists of a New York based, message sorting and transceiver terminal, and a London based transceiver terminal.

Conceived jointly by Jersey Standard and DCI, designed and developed by DCI, and set up through the cooperation of Western Union International and the British Post Office, the equipment can handle messages at the rate of 2850 words per minute. This compares with the 100 wpm speed of conventional teletype, and the 1000 wpm speed of the fastest equipment now in regular service. In addition, the system can sort, according to destination, messages fed into it at random.

The system will provide a major saving to Jersey Standard, and improve the effectiveness of their Communication Department. Substantial savings will accrue, for example, in leased line costs. Whereas the company had been leasing a cable to London on a 24-hour basis, all messages will now be moved in five 10-minute periods spaced over the day.

Coming as it does at a time of rapidly increasing trans-Atlantic traffic, the system provides the opportunity of handling several times present volume without increasing the number of trans-Atlantic lines.

The sorting feature of the system is particularly important in Jersey Standard's case as London serves as a relay point for all Eastern Hemisphere messages, and New York as a relay point for the Western Hemisphere. The sorting of messages will assist Jersey's New York and London cable staffs in expediting their refile work, to keep pace with the high speed of the system.

The system is composed of a number of DCI Databanks, and various logic units to control and coordinate the data flow. The Databank is a unique, low cost magnetic tape transport, developed by DCI specifically for point to point or system applications in data communications. At the New York terminal, unsorted messages are loaded into the Message Sorting Unit via a CX paper tape reader at 105 characters per second. As they are read in, they are automatically steered to one of twelve Sort Databanks, according to two-character call directing codes (CDC's) in the message header. When sufficient traffic is accumulated, the Sort Databanks are sequentially unloaded to storage Databanks, which then contain the sorted and batched messages. This storage is transmitted to the London terminal at 2000 baud via a 201A modem. The contents of the storage Databanks are still available for rerun, or for production of library tapes. Similarly, the New York terminal can receive unsorted traffic from London via the 201A, and automatically distribute it to the Sort Databanks. These may then be sequenced to a BRPE paper tape punch at 105 characters per second, for New York refile.

The system was designed to give a great deal of flexibility. Various switching and data flow paths can be set up by an operator to fit the needs of the moment. The 120,000 character capacity of each Databank provides storage for a variety of needs such as short and long term reruns, or intermediate storage for low priority traffic. The sort program can be changed simply by changing a plug-in program card. Separate data flow paths and controls are provided such that simultaneous input and output can be readily obtained. For example, inbound traffic can be being punched out, while reading in outbound traffic. Facilities are also provided for message counting, insertion of outbound message numbers and message count totals.

The London terminal provides the same transmitting and receiving capabilities, with simultaneous input and output, but does not include the sort function.

This system was tailored of standard components to meet the particular needs of Jersey Standard. The versatile Databank proved to be a powerful device in meeting their needs. We invite your inquiries to see how the Databank can play a role in your communication system. Additional, more detailed literature on both the Jersey Standard system, and the Databank is available on request.